MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BMK2024 –CONSUMER BEHAVIOUR

(All sections / Groups)

2 OCTOBER 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page excluding a cover page.
2. Answer **ALL** questions. The marks for each question are given on the question paper.
3. Please write your answers to all the questions in the answer booklet.

Answer ALL questions.

Question 1

a) The process of stimulus generalization is often central to branding and packaging decisions that attempt to capitalize on consumers' positive associations with an existing brand or company name. Provide THREE (3) strategies based on stimulus generalization that a brand or company may use for their product or service. (15 marks)

b) Advertising can utilize a consumer's self-esteem in promoting a product by offering the product as a remedy to low self-esteem. How effective do you think this form of advertising is? (10 marks)

Total Marks: 25 marks

Question 2

Psychographic segmentation can be used in a variety of ways. Explain FIVE (5) uses of psychographic segmentation.

Total Marks : 25 marks

Question 3

Discuss FIVE (5) stages in consumer decision making process.

Total Marks : 25 marks

Question 4

A consumer's choices are affected by many personal factors. Provide FIVE (5) possible reasons that may influence customers to shop.

Total Marks : 25 marks

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